Arizona Statewide
Education and Outreach Plan
Regarding Public Safety
Communications Interoperability

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Outreach Plan Overview

- Arizona's SCIP Strategic Initiative #12 is to: "Create and Implement an Education and Outreach Plan in Support of Interoperable Communications."

- The PSIC Office has developed a draft Statewide Education and Outreach Plan Regarding Public Safety Communications Interoperability which:

  - Provides information and resources to emergency response policy makers and practitioners about interoperable communications initiatives and directives that impact the State.

  - Encourages participation and gives direction to stakeholders for supporting education and outreach activities.

  - Is intended for all Arizona stakeholders (not just PSIC staff) to use as a resource for their outreach efforts.

Outreach Plan Structure

The Outreach Plan is presented in seven sections:

1. Introduction

2. Goals

3. Fundamental Messages

4. Outreach Tactics

5. Stakeholder Roles

6. Targeted Interoperability Topics

7. Next Steps

1) Introduction

The Plan's Introduction Section provides background regarding how the plan was developed:

- At a high level, in 2010, the PSIC Office, in conjunction with the U.S. Department of Homeland Security (DHS) Office of Emergency Communications (OEC), held an Outreach Plan Brainstorming Session as part of its April 13, 2010 Statewide SCIP Implementation Workshop.

- Key policy areas briefed during the workshop included NECP Goals, Narrowbanding, SCIP and Strategic Initiatives, Regional Planning, AIRS, CASM/TICPs, etc.

- Attendees participated in breakout sessions to identify key local stakeholders and priorities for outreach and education efforts.

- The information gathered during the Workshop as well as from our outreach over the last two years was used as a basis for developing the Plan.

2) Goals

The Plan supports the following goals which are significant to the success of interoperable communication efforts across the State:

- Educate and encourage collaboration among first responder policy makers and practitioners

- Build and sustain statewide interest and involvement in PSCC, SIEC, and their Workgroups

- Combine efforts and leverage knowledge and expertise

- Engage stakeholders of all types statewide as messengers

- Inform leadership

3) Fundamental Messages

Key messages regarding communications interoperability:

- Interoperability saves lives. Interoperability should be a significant priority for stakeholders at all levels of government (Federal, State, regional, local and tribal).

- Statewide efforts to improve interoperability are ongoing and identified through initiatives included in Arizona's SCIP (which is updated annually).

- There are many opportunities for involvement in implementation of key SCIP initiatives.

- Stakeholder input and participation in PSCC, SIEC, and their associated Workgroups is critical to advancing interoperability.

- Best practices for enhancing communications interoperability should be propagated throughout Arizona by effective outreach and education of stakeholders.

- Achieving communications interoperability requires planning, education and collaboration.

- By using interoperable communications, emergency response professionals will be able to improve the quality and effectiveness of their incident response management and operations.

- The National Incident Management System (NIMS) and Incident Command System (ICS) support the effective use of interoperable communications.

4) Outreach Tactics

Tactics that will effectively communicate fundamental messages and topical information are recommended as follows:

- Meetings and Gatherings
  - Regional and statewide meetings, conferences, workshops, exercises and other collaborative events statewide

- Making Personal Contact
  - Telephone calls, in person interaction, interviews and discussions

- Utilizing Electronic Resources
  - PSIC Website: www.azgita.gov/psic
  - Emails, distribution lists, websites, blogs, electronic bulletin boards

- Utilizing Print and Visual Resources
  - Production of resources as appropriate: guides, fact sheets, newsletters, DVDs, training materials, etc.

5) Stakeholder Roles

- Key State level leaders include:
  - AZ Division of Emergency Management (ADEM), AZ Department of Emergency and Military Affairs (DEMA)
  - AZ Department of Homeland Security (AZDOHS)
  - AZ Department of Public Safety, Wireless Systems Bureau (DPS-WSB)
  - PSCC, SIEC and the PSIC Office

- Target Audiences (Appendix B) are categorized in the following groups:
  - Leadership (Federal, State, regional, local and tribal levels)
  - Technical/Communications Staff
  - Associations
  - Responders
  - Public Information Officers (PIOs)
  - Other (Utilities, NGOs, etc.)
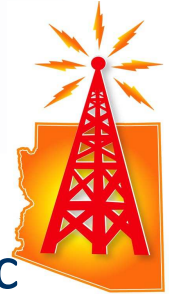
6) Targeted Interoperability Topics

- In addition to the general focus on the importance of communications interoperability, outreach efforts in 2011 will focus on three key interoperability topics:

  1. NECP Goal Two Performance Assessments, CASM & TICPs

  2. FCC Narrowbanding Compliance

  3. Interoperable Channel (National, Regional, AIRS, etc.) Usage

  DISCUSSION: Are these the Right Key Outreach Topics for this Year?

- In the Plan, each topic is presented with background information and supporting materials.
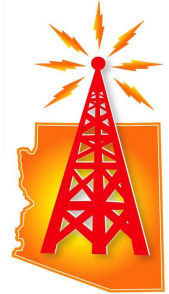
7) Next Steps

- It is the aim of the Plan that stakeholders in all areas of public safety will combine efforts, leverage their expertise, share success stories and work in partnership to move the State forward in achieving communications interoperability.

- Stakeholders are encouraged to provide feedback, concerns and success stories to PSCC, SIEC and the PSIC Office at psic@azgita.gov.

- Annual reviews of the Plan will be conducted by PSIC to determine if the plan and its priorities should be updated.

Timeline

- On March 11, 2011, the draft Outreach Plan was posted on the PSIC website and sent to interested parties for a two week comment period.

- The PSIC Office will review comments and suggestions, and a revised draft will be published one week prior to the April 19th PSCC meeting.

- If approved, the Statewide Education and Outreach Plan regarding Public Safety Communications Interoperability will be posted on the PSIC website and final version sent to all interested parties.

Statewide Education and Outreach Plan

Questions? Comments?

Further Discussion?